

Federal Supply Service

Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA *Advantage!*®, a menu-driven database system. The INTERNET address GSA *Advantage!*® is: GSAAdvantage.gov.

Multiple Award Schedule

FSC Group: Professional Services
Subcategory Marketing and Public Relations

FSC Class:

Contract number: GS-07F-450AA

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Contract period: **June 12, 2016 – June 11, 2021**

American Small Business Alliance, Inc. dba ASBA
6021 University Blvd, Suite 160
Ellicott City, Maryland 21043
Phone number: (443) 325-5020
Fax number: (410) 696-2835
Web address: www.asballiance.com

Contract administration source:

Mr. Tariq Shane
6021 University Blvd, Suite 160
Ellicott City, Maryland 21043
Phone number: (443) 325-5020
E-Mail: shane@asballiance.com

Business size: Small Disadvantage Business, Service-Disabled Veteran-Owned Small Business

Price list current as of Modification #PS -0031 effective Dec.21,2020

Prices Shown Herein are Net (discount deducted)

TABLE OF CONTENTS

CUSTOMER ORDERING INFORMATION	PAGES 3 -5
GSA PRICE LIST.....	PAGE 5 - 6
SERVICE DESCRIPTIONS.....	PAGES 7 – 10
SERVICE CONTRACT ACT	PAGE 11

CUSTOMER INFORMATION

1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).

SINs	Recovery	SIN Title
561920	561920RC	Conference, Meeting, Event and Trade Show Planning Services
541810ODC	541810ODCRC	Information Technology Professional Services
OLM	OLMRC	Order-Level Materials (OLM's)

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply. See Page 6 for more details

SIN(s) PROPOSED	SUPPORT PRODUCT (ODCs)	BRAND NAME	UNIT OF ISSUE (e.g. Hour, Task, Sq ft)	PRICE OFFERED TO GSA (including IFF)
541810ODC	Badge holders	Generic; depends on location	Each	\$ 0.48

1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item. See GSA price list Page 5

2. Maximum order: \$1,000,000

3. Minimum order: \$100

4. Geographic coverage (delivery area). Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

5. Point(s) of production (city, county, and State or foreign country).

6021 University Blvd, Ste# 160 Ellicott City MD, 21043.Howard County.

6. Discount from list prices or statement of net price. Government Net Prices (discounts already deducted.)

7. Quantity discounts. 2% discount for task orders between \$150,000 -\$499,999; 4% discount for task orders over \$500,000.

8. Prompt payment terms. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions. Net 30 days

9. Foreign items (list items by country of origin). N/A

10a. Time of delivery. To Be Determined at the Task Order level

10b. Expedited Delivery. Items available for expedited delivery are noted in this price list. Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order.

10c. Overnight and 2-day delivery. Overnight and 2-day delivery are available. Contact the Contractor for rates.

10d. Urgent Requirements. Contact Contractor or To Be Determined at the Task Order level

11. F.O.B. point(s). Destination

12a. Ordering address(es).

American Small Business Alliance, Inc. dba ASBA
6021 University Blvd, Suite 160
Ellicott City, MD 21043

12b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. Payment address(es). 6021 University Blvd, Suite 160
Ellicott City, MD 21043

14. Warranty provision. Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

15. Export packing charges, if applicable. N/A

16. Terms and conditions of rental, maintenance, and repair (if applicable). N/A

17. Terms and conditions of installation (if applicable). Not Applicable (typical response)

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable). N/A

18b. Terms and conditions for any other services (if applicable). N/A

19. List of service and distribution points (if applicable). N/A

20. List of participating dealers (if applicable). N/A

21. Preventive maintenance (if applicable). N/A

22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). N/A

22b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/.
N/A

23. Data Universal Number System (DUNS) number. 128598013

24. Notification regarding registration in System for Award Management (SAM) database. Currently Active

CUSTOMER INFORMATION: CCR: 3G6N7

GSA Pricing

SIN Awarded	Service Awarded (e.g. Labor Category or Job Title/Task)	Price Awarded (including IFF)/ Year 6	Price Awarded (including IFF)/ Year 7	Price Awarded (including IFF)/ Year 8	Price Awarded (including IFF)/ Year 9	Price Awarded (including IFF)/ Year 10
561920	Program Manager	\$129.01	\$131.59	\$134.23	\$136.91	\$139.65
561920	Conference Coordinator	\$103.63	\$105.71	\$107.82	\$109.98	\$112.18
561920	Marketing Coordinator	\$73.49	\$74.96	\$76.45	\$77.98	\$79.54
561920	Administrative Support	\$56.08	\$57.20	\$58.34	\$59.51	\$60.70
561920	Exhibitor Manager	\$63.21	\$64.47	\$65.76	\$67.07	\$68.42
561920	Event Support Staff	\$33.75	\$34.42	\$35.11	\$35.82	\$36.53
561920	Graphics Designer	\$153.23	\$156.29	\$159.42	\$162.60	\$165.86

Other Direct Costs (ODCs) are expenses other than labor hours (Small Business Set-Aside)

SIN(s) PROPOSED	SUPPORT PRODUCT (ODCs)	BRAND NAME	UNIT OF ISSUE (e.g. Hour, Task, Sq ft)	PRICE OFFERED TO GSA (including IFF)
541810ODC	Badges	Generic; depends on location	Each	\$.75
541810ODC	Lanyards	Generic; depends on location	Each	\$ 1.25
541810ODC	Badge holders	Generic; depends on location	Each	\$ 0.48
541810ODC	Banners	Generic; depends on location	Each	\$ 400.00
541810ODC	Binders	Generic; depends on location	Each	\$ 9.50
541810ODC	Ink Pens (writing materials)	Generic; depends on location	Each	\$ 2.20
541810ODC	Shirts	Generic; depends on location	Each	\$ 5.50
541810ODC	Bags	Generic; depends on location	Each	\$ 6.40
541810ODC	Signage	Generic; depends on location	Each	\$ 85.00
541810ODC	8ft Agenda	Generic; depends on location	Each	\$ 750.00

AWARDED LABOR CATEGORY DESCRIPTIONS

SIN 561920 CONFERENCE, EVENTS & TRADESHOW PLANNING SERVICES

Program Manager

Functional Responsibility: Responsible for logistic planning (event and facility point of contact, catering functions, meeting requirements and layouts, etc.), oversee the design/publishing/printing of event agenda/program guide, develop and produce audio advertising, oversee registration preparation, advertising/promotional campaigns, handling phone inquiries, meetings/telephone correspondence with sponsors/clients, progress updates, oversee printing of promotional campaign materials, post event follow-up, event setup, onsite event management. A program manager may review invoices, assist to coordinate website developments and updates, handle logistical planning (catering, directions, onsite visits, etc.), and prepare registration materials and premiums under supervision of senior event manager or project manager. The individual will leverage experience in partner management, event management, marketing, program management, and process development, facilitating the planning and partner management processes. The individual should possess a combination of partner management and marketing experience along with strong communication, thought leadership skills, capable of evangelizing core strategies and initiatives, while leading cross functional teams through a fast paced and rigorous planning and execution processes. The individual will be responsible for understand and communicating the companies' priorities and communicating them across the organization. The individual will be responsible for communicating the potential limitations, constraints, risks, or dependencies associated with the partner portfolio and review & oversee execution team plans to ensure alignment of deliverables with the strategy and scope of the program. The individual will partner with the leadership team to develop long term strategic plans, process development, and measurements and facilitate execution. The individual will also be responsible for the development and seamless execution of large –scale events and conferences for a diverse array of strategic partnerships to accelerate overall objectives of the Office of Inclusion and Collaboration and optimal user experience.

Minimum Education: Bachelor's

Minimum Experience: Minimum of 7 years of logistics experience

Conference Coordinator

Functional Responsibility: Responsible for processing registrations, coordinating shipping of materials to and from events, answering general customer support and service questions as well as providing event set-up and on-site customer service. Oversee meeting booking, cancellation, and postponement orders from clients. Plan and coordinate all activities to successfully execute meetings and conferences. Obtain meeting request orders, book meeting rooms and send confirmations to clients.

Determine participant counts and accordingly book right sized meeting room.
 Process all other additional requests such as room set-up, catering needs and audio visual device requirements.
 Maintain high-level of professionalism and competence when dealing with clients.
 Obtain client feedback and make appropriate changes for improvements.
 Submit invoices for caterings, equipment and other amenities to clients.
 Resolve booking conflicts in a timely and accurate fashion.
 Escalate complex booking issues to Managers for immediate resolutions.
 Ensure that meeting rooms are set-up with requested amenities and AV devices.
 Greet the participants and direct them to meeting room.
 Address new requests of host before and during meetings.
 Respond to client calls and e-mails related to meeting set-up.
 Perform regular inspection of meeting facility to ensure lightings and AV equipment and other amenities work properly.

Minimum Education: Bachelor's

Minimum Experience: Minimum of 3 year of logistics experience

Marketing Coordinator

Functional Responsibility: Responsible for conducting sales and customer service activity via the telephone, internet, electronic media. The Marketing Coordinator provides project management and administrative support, assists with marketing operations and sales support as assigned by the Marketing Team. Works independently on special projects according to agreed timelines and special requests.

Essential Duties and Responsibilities:

- Support the marketing team in implementing tactical events and programs, and provide project and administrative support. Supports the development and distribution of marketing and sales materials.
- Preparation of PowerPoint presentations and Excel spreadsheets as directed by Director of Marketing, Product Manager, and Sales Training & Clinical Education Manager.
- Assists in production of advertising, marketing brochures, sales kits or other promotional materials
- Plans and execute marketing events such as trade shows and conferences.
- May write articles and design layouts.
- Interface with internal (especially the sales team) and external customers along with marketing vendors.
- Act as internal liaison and develop report structure to assist in prioritizing departmental projects.
- Coordinate web content updates, corporate mailings and direct mail. Assist with tracking website stats.
- Assist with the execution of marketing programs & promotions.
- Manage corporate style guide.
- Generate and track purchase orders and invoices.
- Answer public relations, marketing and training emails.
- Maintain and update customer databases, subscriptions and publication library.
- Coordinates all activities associated with the expediting of trade shows. May collect, track, and analyze sales leads generated by trade show.

- Responsible for the planning and execution of marketing events such as trade shows, which includes any preparations required for company participation.
- Assist with coordination of training, and other special projects as assigned.
- Manage planning and implementation of tradeshow and exhibits. Distribution leads, and track follow-up process
- Maintain inventory of promotional materials.
- Manage direct marketing campaigns from planning to delivery and measurement of effectiveness, including newsletter creation and distribution, email campaigns, online and print advertising.
- Manage prospect and customer database management and input for direct marketing campaigns.
- Manage collateral projects as defined by Marketing Department: content collection, production and printing/distribution and inventory management
- Maintain files and information for key vendors such as contacts, solution description, active deals, regional contacts, agreements, specific product information/versions of integration, marketing events, seminars, quotes, RFPs and website content
- Other support and administrative activities as needed for marketing and sales department

Minimum Education: Bachelor's

Minimum Experience: Minimum of 3 years of marketing experience

Exhibitor Manager

Functional Responsibility: Responsible for reviewing timelines and requirements for performance compliance, personnel assignments, and logistical plans. This frequently entails reviewing subcontracts, writing post performance reviews, and analyzing business effects and post event budget performance. Plans and manages events or trade shows for an organization's clients. This position is responsible for managing projects through production and ensuring project is completed on time, on budget and according to quality standards; reviewing prospective projects and estimates with sales person prior to proposal submission to determine feasibility; lead pre-construction meeting to verify expectations; developing project schedules; generating appropriate work orders; addressing any questions (new build construction, lead times, use of materials, etc.); attending final client viewing to address any issues that may develop prior to packing and shipping; leading post-show construction/meeting; maintaining change order log on all projects and ensuring all changes have been noted on prints.

Minimum Education: Bachelor's

Minimum Experience: Minimum 3-7 years of logistics experience

Administrative Support

Functional Responsibility: Responsible for the collection of payment of fees, processing invoices, routing questions to appropriate staff person, stuffing name badges and ordering supplies as well as performing other general support as needed. An administrative support specialist is responsible for a variety of duties in the office. An administrative support specialist may be in charge of scheduling meetings, making travel arrangements, and organizing any other work-related events. They may need to write letters and emails, answer calls, and deal with in-person visitors. Computer skills are necessary, as most administrative support specialists must be able to perform word processing tasks, as well as type and run various company reports. Administrative support specialists also must be able to sit for long periods of time, since most of the day is usually spent at a desk in front of the computer. It is important that the administrative support specialist maintain a positive demeanor, as the ability to work in a team environment will keep the office running smoothly.

Minimum Education: AA

Minimum Experience: Minimum of 1 years of administrative experience

Event Support Staff

Functional Responsibility: Responsible for provides administrative, clerical, or logistical services under close supervision. Such duties include processing registrations and follow-up, data entry, handling phone inquiries, event management, onsite event management, assembling of promotions and onsite distributions.

Minimum Education: AA

Minimum Experience: Minimum of 3 years of administrative experience

Graphics Designer

Functional Responsibility: Responsible for understanding the customer's vision for the event and delivering a 'look and feel' consistent with the customer's vision. This includes, but may not be limited to, designing printed materials to include graphics, logos, advertisements, brochures, marketing and promotional material, etc. Performs professional level graphic design in the most current design specifications to integrate with the programming on the website. Responsible for delivering easy-to-load graphical elements.

Minimum Education: BA/BS degree

Minimum Experience: Minimum of 7 years of web designing experience

Service Contract Labor Standards Matrix:

SCA/SCLS Matrix		
SCLS Eligible Contract Labor Category/Fixed Price Service	SCLS Equivalent Code Title	WD Number
Administrative Assistant	01052 Data Entry Operator II	2015-4266

The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (**) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).